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FUNNY ILLUSION!**

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\$1.



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Name

Address

City & State

100 Little Dolls

all for \$1.00

100 Dolls made of genuine Styrene plastic and hard synthetic rubber only \$1 for entire set. You get BABY DOLLS, NURSE DOLLS, DANCING DOLLS, FOREIGN DOLLS, CLOWN DOLLS, COWBOY DOLLS, BRIDE DOLLS, and many more in Lilliputian and many more in cuteness. And made not of paper or rags but of STYRENE plastic and hard synthetic rubber. If you don't go wild over them your money will be promptly refunded. Send \$1.00 plus 25c for postage and handling for each set of 100 Dolls you order to: 100 Doll Co., Dept. 299 - P.O. BOX 90-285 MARKET ST. NEWARK, N.J.

MAIL COUPON TODAY!

THE 100 DOLL CO., Dept. 299 - P.O. BOX 90-285 MARKET ST. NEWARK, N.J.

Guarantee:

I enclose \$1.00 in one of these dolls or all you say they are. Enclosed please find \$..... in cash ☐ money order ☐ cash ☐ for..... sets of 100 DOLLS each at \$1 plus 25c for postage and handling per set. If I am disappointed in the slightest, I will send them back to you for refund as per your guarantee. (Rev. 10-1-64)

Name

Address

City

State

BIG JERK OF EDITOR WANTED SWELL STORY FOR THIS ISSUE...AS IF ALL HERBIE STORIES AREN'T SWELL! AND THIS ONE'S TRUE...ALL ABOUT ME... REAL THRILLER-DILLER CALLED

"PLUMP LUMP ^{vs.} BLACK WHACK!"

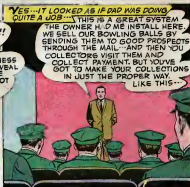
STORY: "STRANGER, THE NAME'S SHANE O'SHEA!"
ART: "JUST LI'L OL' ME...
OGDEN WHITNEY!"

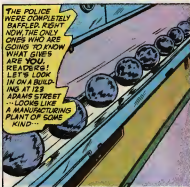
WHY SO BLUE, DAD?
IT ISN'T AS IF YOU HAD
WORRIES...AFTER ALL,
YOU'VE GOT PLENTY
OF MONEY...

I CAN'T KEEP
MY AWFUL SECRET
ANY LONGER, MOM.
I INVESTED ALL WE
HAD IN A STOCK
CALLED **NIAGARA, LTD.**
...AND IT
TOOK A
BIG FALL!

THAT'S JUST
AWFUL...BUT
YOU'VE STILL GOT
YOUR HEALTH.
COULDN'T YOU
GET SOME KIND
OF JOB?

I COULDN'T
TAKE JUST
ANYTHING.
REMEMBER
...I'M A
GREAT
EXECUTIVE!





NOW WE COME TO A MAN WHO'S JUST RECEIVED A PACKAGE THROUGH THE MAIL---

THAT'S FUNNY
...I NEVER ORDERED
ANY BOWLING BALL.



ULP!



WHIRR-RRRR
...LOOK...DEEP
WITHIN MY
EYES...DEEP...

GASP! THOSE
EYES--BORING
INTO MINE--
HYPNOTIZING
ME!



WHATEVER HAPPENS
...YOU WILL ALLOW
TO HAPPEN, MAKING
NO OUTCRY, AND YOU
WILL FORGET...THIS
COMPLETE
EPISODE...

I---I
WILL
FORGET...



AND SHORTLY THEREAFTER...

GOOD
MORNIN'. I'VE
COME TA MAKE
THE C'LECTION
FER DA LOVELY
MOICHANDISE---



GOT THE WHOLE PICTURE NOW BACK TO DAD...

SEE THAT ONE OF OUR PRODUCTS GOES OUT TO EVERYONE ON THIS LIST, PLEASE. I'VE PICKED OUT ONLY THE BEST PROSPECTS... PEOPLE WITH MONEY.



ER--BY THE WAY-- HAVE A CARTON OF LOLLIPOPS SENT TO MY SON HERBIE-- HERE'S HIS NAME AND ADDRESS. HORRIBLE HABIT, BUT HE SEEMS TO --HEH-HEH--**LIKE** THE BEASTLY THINGS!



AND NOW FOR THE BIG MISTAKE. HERBIE'S NAME WAS ACCIDENTALLY PLACED ON THE COMPANY'S PROSPECT LIST, AND INSTEAD OF LOLLIPOPS--

IS FOR YOU, HERBIE? YOU GOING IN FOR EXERCISE?



UGH.

FUNNIEST BOWLING BALL I EVER SAW.



WHIRR-RRRR... LOOK--DEEP WITHIN MY EYES--DEEP...

SO WHAT'S IN IT FOR ME?



WHATEVER HAPPENS... YOU WILL ALLOW TO HAPPEN, MAKING NO OUTCRY, AND YOU WILL FORGET... THIS COMPLETE EPISODE...

SEZ YOU.



MY TURN NOW. YOU TALK TOO MUCH. BUTTON YOUR LIP.



WHIRR-RRRR... M-ME? S-BUT...

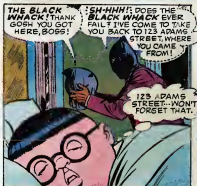
LOOK, FELLA... YOU DON'T QUITE UNDERSTAND. IT'S--ME WHO'S DOING THE HYPNOTIZING. GET IT?

NUTS. LOOK AT ME. GOOD LOOK.



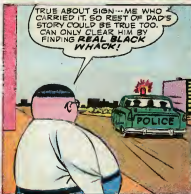
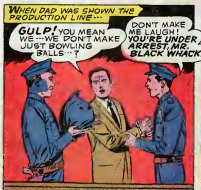


IN THE MIDDLE OF THE NIGHT...

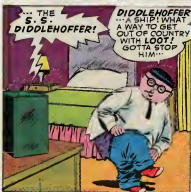
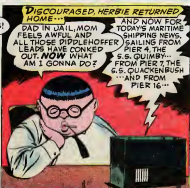


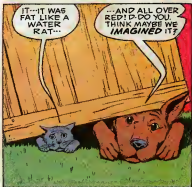
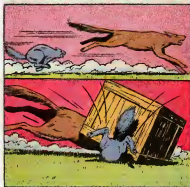
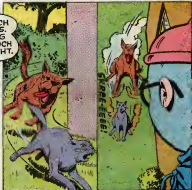


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THE TELEPHONE DIRECTORY LISTED THREE OTHER **DIDDLEHOFFERS**... COULD ONE OF THEM PROVIDE A LEAD TO THE ELUSIVE **BLACK WHACK**? **HERBIE** HIT THE TRAIL...

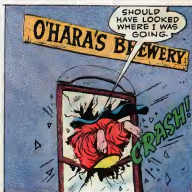
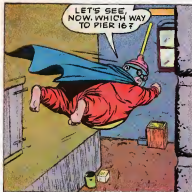


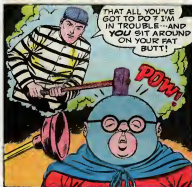


BUT YOU COULDN'T DISCOURAGE THE PLUMP LUMP...

CAN'T KEEP
GOOD MAN
DOWN.







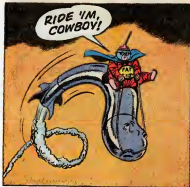
ROCKET'S FOLLOWING
ME...AND GAINING.
GOT TO DO SOMETHING...



JUST MISSED.
TIME TO TEACH
IT A LESSON
NOW.

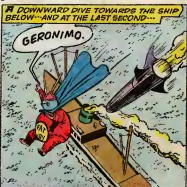


RIDE 'IM,
COWBOY!



A DOWNWARD DIVE TOWARDS THE SHIP
BELOW--AND AT THE LAST SECOND--

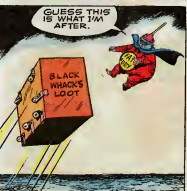
GERONIMO.

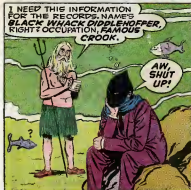


BA-ROO!



GUESS THIS
IS WHAT I'M
AFTER.







HERE'S HERBIE!



I'm very modest type. Greatest of all costuma heroes in spare time, but never let it go to my head. Same sweet type as always. Just don't get me mad is all. Get mad, start bopping. Start bopping and blood everywhere. So why not be nice? Only requires writing, telling me how wonderful my stories are. Might put in word about how handsome I am, too. Very handsome. Address: "Herbie", 331 Madison Avenue, New York 17, N.Y. By the way—very busy just now judging results of special "Herbie" story-writing contest. As soon as winning entries selected, names of victorious fans will be published in magazine, prizes awarded. First prize story will appear all drawn by Ogden Whitney, with writer credit going to winning fan. Warning—booby-prize winners lay in stock of splints and bandages at once, on account there'll be bopping and bloodshed.

"Dear Editor:-

Your magazines are excellent, especially 'Herbie', which I consider to be the best comic book ever published. Everyone I know reads Herbie. I told them that if they didn't, they would be bopped. 'With what?', they asked. I told them, 'With one of Herbie's lollipops! That is the reason for your big gain in readership. But do you know that I am very disappointed? I only found 1,236 laughs on the first page. I enjoy your companion magazines, 'Forbidden Worlds', 'Adventures Into The Unknown' and 'Unknown Worlds'.

—Alan Ruck,

8621 Farragut Road, Brooklyn, New York."

What's this jazz about writing to Editor? I'm big boss around here—address letters to me or get head handed you on tray. Of course "Herbie" best comic published. Something wrong with sense of humor if you only managed 1,236 laughs on first page.

"Dear Herbie:-

Could you tell me how I can join your fan clubs? My friends would like to join it, too. Whenever we read your comics, we find them exciting—and fun, too!

—Geraldine Abergas,

P.O. Box 206, Kuna, Oahu, Hawaii."

Got good advice for you, Geraldine. Why not form first "Herbie" fan club in Hawaii? Your

own club—should be even more fun than belonging to someone else's!

"Dear Editor:-

I certainly think that your October-November issue was sensational! By the way, I was wondering if you could please possibly print a small picture of what terrific Herbie would look like if he didn't have his glasses on and had his hair combed a little bit—and maybe a very little smile! I just can't wait for your very next issue to come out. And I sure hope you print this letter in your 'Here's Herbie' section of your terrific 'Herbie' comic!

—Robert Doyle,

1649 Wilson Ave., St. Paul 6, Minnesota."

(Please, please, Robert, don't write to me just because I'm Editor! Whenever that happens, Herbie gets mad and I get lolli-bopped and I'm the most bopped Editor in all creation! So write to him in the future, huh? And ask him yourself about changing his appearance—I'm chicken!)

"Dear Herbie:-

You are the greatest hero ever. You can take on all the other super-heroes with one hand. You should be President, but on second thought maybe you shouldn't—it wouldn't leave time for all your adventures, and I can't live without them. I barely make it with 8 issues a year. Please make your comic a monthly!

—Tony Isabella,

11203 Peony, Cleveland, Ohio 44111."

Man after my own heart, Tony . . . hope you're fat. One slight mistake. About my taking on all other heroes with one hand. Can do it no hands.

"Dear Herbie:-

Help! I have been searching for a 'Herbie' comic book since the middle of August and I have been unable to find one—those traitors have obviously conspired to keep me from my favorite mass of flesh. Please, I'm desperate. I have located an old issue (minus cover) and I am writing for information concerning subscription. I wish to subscribe to 'Herbie' right now before I miss the next issue!

—Linda Alfuso, 16 Abnorcrest Terrace, Mattapan, Mass. 02126."

Smart girl, Linda. Knows what to read. Just send \$1.44 for 12-issue subscription with name and address and it's yours.

* * *

"Dear Herbie: -

I don't think people should call your magazine a comic. The stories in it are a lot better than any comic, so I think it should be called a great magazine. Don't you?

—Steve Paura,
6818-30th Avenue, Kenosha, Wisconsin."

Nope. Magnificent magazine.

* * *

"Dear Herbie: -

Why don't you run for president? You could beat Johnson without even campaigning. My vote goes to you. We need someone like you in office. I think 'A Caveman Named Herbie' was so funny that I'm still roaring!

—Ron Holmes,
2685 So. Raleigh, Denver, Colorado. 80219."

Don't want to beat Johnson . . . I elected him. Besides, am too busy running world. Big job.

* * *

"Dear Herbie: -

I have about 300 comic books, and out of all of them, I like 'Herbie' the most. He's the funniest and most interesting comic I've read. I thought he was horrible until I tried one as I was waiting my turn at a barber shop. Since then, whenever I find a new 'Herbie', I buy it!

—Henry Zeff,
414 Michigan Ave., Berkeley 7, California."

What do you mean, you thought I was horrible, Henry? Am horrible! Horriblest hero you ever saw, but very handsome. Very smart. Very fat.

* * *

"Dear Herbie (alias 'Fat Fury'):

I'm flabbergasted. Two days ago, I read 'Herbie' No. 2, and like a person in a trance, ran to my store and bought numbers 3, 4, 5 and 6. How do you do it? I would like to know how to get No. 1, and also get a subscription to coming numbers. I wrote this letter so you won't bop me.

—Dennis (Amazed) McConnell,
5410 Susan Lane, Columbus, Georgia."

So what's amazing because I'm amazing? Like I said before, send \$1.44 for 12-issue subscription. Will also throw in insurance policy against getting bopped with this here lollipop for time being. But step out of line once, just once—and pow! Right in the kisser! About "Herbie" No. 1—no copies available, Smithsonian Institute, Library of Congress and Rare Jewel Establish-

ments have bought them all up. How about you other fans? Anybody who can help Dennis out?

* * *

"Dear Editor—I mean, Herbie: -

I think that 'Herbie' is one of my best comic books. I'm glad he has his own book now. No. 4, featuring 'Big Fat Mess At The Okay Corral' and 'Professor Flipdome's Screw Machine' made me laugh for hours. When you bop, does the lollipop have super strength, or is it because you are so strong? Could you take on three dozen comic heroes?

—Stephen Jones,
Old Farm, Sturbridge, Massachusetts."

I'm very strong guy, Stephen. Lollipop also very strong. Combination irresistible. Three dozen comic heroes? With my head in bag and apple in mouth!

* * *

"Dear Herbie: -

I have just finished reading 'Herbie' No. 8 and have nothing but compliments about the wonderful stories. The best was 'Space-Age Herbie'. But I have a very serious problem. A few people I know (I'd better not mention any names) think you are silly and do not make sense. What should I do? I tell them that 'Herbie' is the world's best comic and all that, but I can't convince them.

P.S.: In our classroom newspaper, I featured a story on you.

—Eddie Smith, 100 S. Turner Avenue,
Charlotte 8, North Carolina."

Not silly. Maybe don't make sense, but not silly. Perhaps stupid a little, but very fat, very strong, very brave, very repulsive. Tell friends they don't have to read my magazine—and where do they want bodies sent? And if you featured story on me for classroom newspaper, how about writing one for our big fan contest?

* * *

"Dear Herbie: -

I think you're the greatest hero in history! You're brave, kind, loyal, trustworthy, merciful, brave, bold, strong, generous, kind and great! In fact, you're wonderful! Where do they get that 'Fat Little Nothing' stuff? You're handsome, strong and wonderful. I read that letter sent in by Joe Kramer of Seattle, Washington, and hope you hopped him a good one. I think your best stories were 'A Caveman Named Herbie' and 'Space-Age Herbie'. I've bought all your comics. By the way, you'd better bop my sister. She thinks you're nuts.

—Crystal Rogers,
1647 So. Parkwood, Wichita, Kansas."

Not "Fat Little Nothing", Crystal—"Little Fat Nothing". Big difference. And your sister goes bop-free on account of she's right.

HERE'S AN OLD PAL FROM THE DISTANT PAST, DROPPING IN ON THE PLUMP LUMP IN A YUK-YUK YARN THAT BATS A THOUSAND ON THE LAFF-METER! SO LET'S ALL COME ALONG WITH HERBIE, IN---

"TICKLEPUSS RIDES AGAIN!"



MORNING...THE NIGHTMARE WAS OVER...

EVER SINCE I WENT INTO
CAVEMAN TIMES AND MET
TICKLEPUSS, CAN'T FORGET
HER. EVER GOT ME IN HER
HANDS, BE ALL UP WITH
ME.



BUT WHY WORRY? LIVED
50 MILLION YEARS AGO...
THIS IS 1965, NOTHING
TO BE AFRAID OF.



BUT MOM AND DAD DIDN'T
KNOW THE REASON FOR HERBIE'S
BAD DREAMS, THEY WERE WORRIED
...SO THEY TOOK HIM TO THE
DOCTOR...

DON'T NEED
DOCTOR, VERY
HEALTHY.

SUPPOSE
...PUFF, PUFF
...WE LET THE
DOCTOR
DECIDE
THAT!



SIGH!!
OH, GOLLY
... THAT
HERBIE...

ALL
RIGHT GET
UNDRESSED.



OH, VERY WELL.
...YOU CAN
LEAVE US
ALONE, MISS
JONES.



ALL RIGHT, YOUNG
MAN, SUPPOSING
YOU STEP ON
THAT SCALE.



WHAT
SCALE?



NOW SAY
AH-HHHH!

OINK!



WE'LL JUST HAVE
A LOOK AT YOUR
EYES...
ARGH!



UH...
UH...
UH...



THIS WON'T HURT!
...I'M GOING TO
TEST YOUR PATELLAR
REFLEX BY STRIKING
YOUR KNEE WITH
THIS HAMMER.



WHAM!



DOCTOR
...WHAT
HAPPENED?

NEVER MIND, YOUR
SON WILL BE ALL
RIGHT IF YOU JUST
GET HIM **FAR FAR
AWAY!**



**THERE WAS ONLY ONE THING TO DO...
MOVE TO ANOTHER TOWN. THERE HAD FOUND
A HOUSE FOR SALE... THE MAYOR'S HOUSE,
IN FACT...**

I'M AFRAID
IT'S NOT FOR ME, MAYOR.
SURE IS BEAUTIFUL, BUT
I CAN'T AFFORD TO PAY
ANY MORE THAN
\$20,000.

YOU TWISTED
MY ARM, TAKE
IT FOR
\$10,000!



**T-TEN
THOUSAND?
D-DID I HEAR
YOU RIGHT,
MR. MAYOR?**



WHAT A
BUSINESSMAN!
I CAN USE YOU
IN MY ADMINISTRATION.
BUY AND THERE'LL
BE A FINE JOB
WAITING FOR
YOU. WHAT DO
YOU SAY?

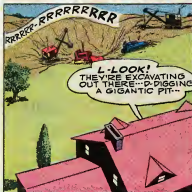
WHAT A HOUSE!
WHAT LAWNS!
WHAT
FLOWER
BEDS!
AND ONLY
\$10,000?



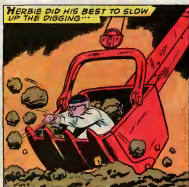
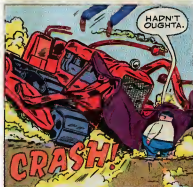
NOW THAT I'M
A RESIDENT, I'M
GOING DOWN TO
GET THAT JOB
THE MAYOR
PROMISED ME.
PROBABLY DEPUTY
MAYOR OR
COMPTROLLER...

I'VE DECIDED TO
ACCEPT YOUR OFFER
MAYOR, EVEN IF I AM
DOING THE TOWN A
BIG FAVOR. WHAT
DID YOU HAVE IN
MIND FOR
ME?





(CONTINUED ON PAGE AFTER NEXT)



THEN... A BLAST...



HEY, FELLAS,
COME LOOK!
THE EXPLOSION
OPENED UP AN
OLD CAVE!



BY GEORGE, HERBIE,
THAT'S A PTEROPACTYL
... EXTINGUISHED FOR
MILLIONS OF YEARS!
NOT ONLY THAT,
BUT A CAVE-
GIRL!



NOT ONLY A CAVEGIRL... BUT
TICKLEPUSS HERSELF!

PROBABLY TRAPPED
IN THAT CAVE
MILLIONS OF
YEARS AGO
AND LIVING
IN SUSPENDED
ANIMATION
EVER SINCE...



THINK
OF SOMETHING,
SUSPEND HER
AGAIN.



CAN'T FIGHT
GIRL. WHAT
AM I GONNA
DO...?



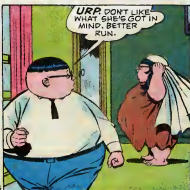
YES... WHAT WAS HE GOING TO DO...?

I KNEW OUR
LITTLE BOY WOULD
BRING HOME A GIRL
SOMEDAY... BUT ISN'T
THIS ONE SORT OF
... ODD?



WONDER
WHAT THAT
IS SHE'S
MAKING?

URP. DON'T LIKE
WHAT SHE'S GOT IN
MIND. BETTER
RUN.









THE DAY THE WORLD SHOOK!



"I WANT 'HERBIE!'!"

"HERBIE!"

THE NEW 'HERBIE' NO. 11!

I WAS HERE FIRST!



NOT A SINGLE COPY OF 'HERBIE' NO. 11 LEFT. ALL GONE!

OH-HHHH!

BOO-HOO-HOO!



THIS COULD HAPPEN TO YOU, KNOW WHY? CAUSE THERE NEVER WAS SUCH A SWELL ISSUE! SHOW YOU A COUPLE OF THINGS...



"JUST TAKE LOOK AT THIS SCENE FROM 'BEWARE OF THE B-BOMB, BUSTER!' IF THIS DOESN'T FRACTURE YOU I WILL!"

NOW I'M SURE I KNOW YOU FROM SOMEWHERE!



"LAFFS YOU WANT, LAFFS YOU'LL GET... MILLION GUARANTEED, LIKE IN 'CHRISTOPHER COLUMBUS POPNECKER', WHERE THIS SORT OF THING HAPPENS..."

UGLY MERMAID...

UGLY HUMAN...



YESSIR, WONDERFUL THINGS GONNA HAPPEN IN "HERBIE" NO. 11, AUGUST ISSUE, ON SALE ABOUT MIDDLE OF JUNE! WORLD SURE WILL SHAKE IF YOU DON'T GET YOUR COPY!

END!

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SMOOTH
POWERFUL
ARGOSY DIRECT DRIVE
TROLLING
REEL

POWER ACTION
BLACK MAGIC
FIBRE-GLASS RODS

STRONGER THAN
STEEL
ON BAMBOO

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LEVELWIND
CASTING
REEL

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AUTOMATIC
DUAL DIAG
SPINCAST
REEL

MADE BY
FAMOUS
STONSON
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EACH 1999
BALANCED TO PERFORM

FIELD TESTED LURES
Proven the Guaranteed Catch Yet

A FAMOUS
TROUT FISH

NEW!

25 NATURAL BAIT LURES
SURE SHOT ACTION WITH SHIMP,
MINNOWS, GRASSHOPPERS, MAYFLIES,
DUMMILITTERS, CRICKETS, LARVAE

FAMOUS
CRAFTY LURES
SELECTED FROM
WORLD'S MOST POPULAR
ALL TIME FAVORITES

COMPLETE! NOTHING ELSE TO BUY!

SELECTED FOR YOU BY EXPERTS. This choice fish-casting tackle, used by experts, contains nothing but famous brands. Each item carefully chosen—everything you need for all types of fishing. Deadly lures that are all time favorites. A veteran angler or an occasional fisherman can be proud of this precision-built kit. You can go fishing... 1 sure. Compared. You will not find a bargain like this anywhere.

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